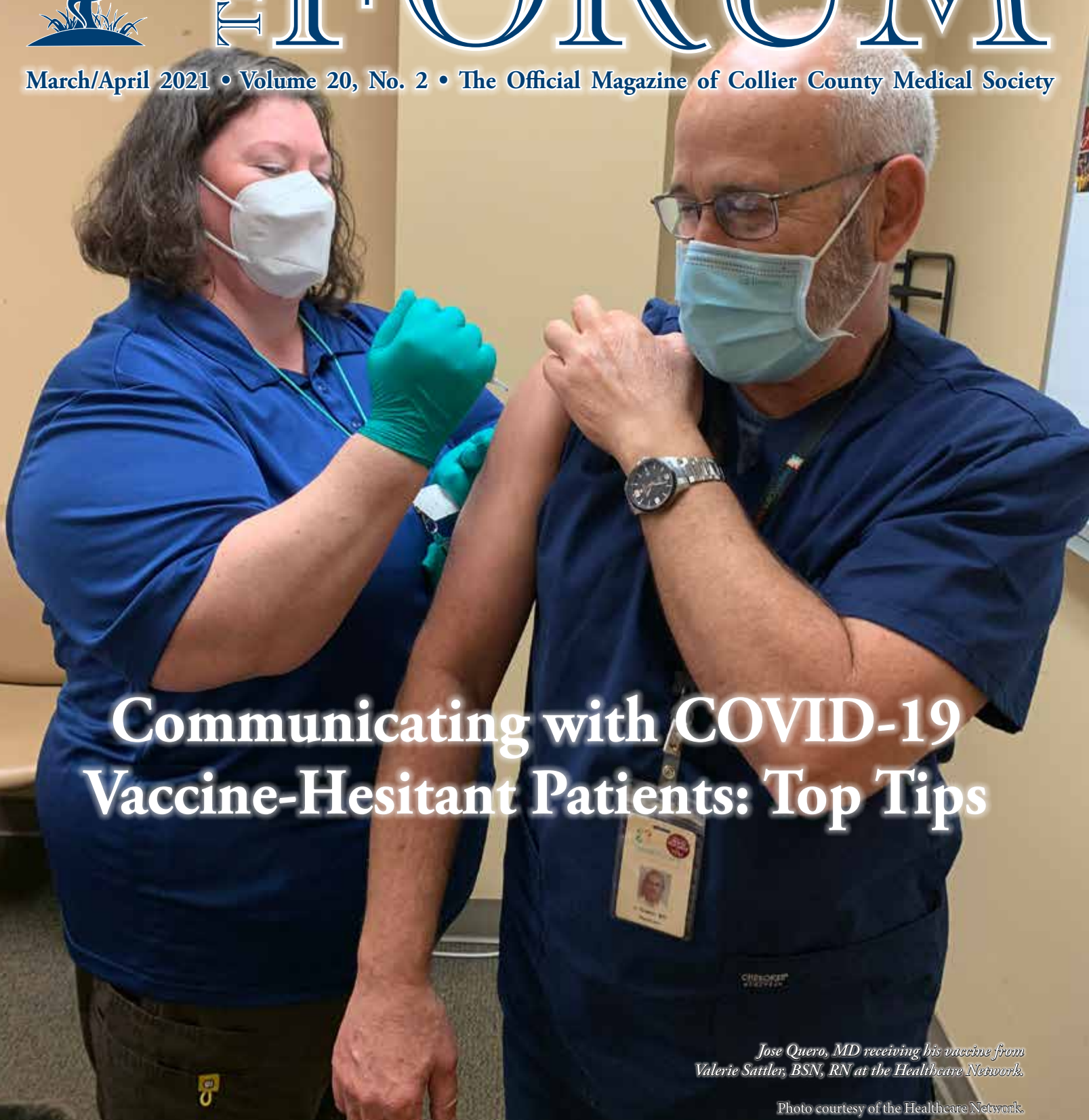




THE FORUM

March/April 2021 • Volume 20, No. 2 • The Official Magazine of Collier County Medical Society



Communicating with COVID-19 Vaccine-Hesitant Patients: Top Tips

*Jose Quero, MD receiving his vaccine from
Valerie Sattler, BSN, RN at the Healthcare Network.*

Photo courtesy of the Healthcare Network.

In this issue:

Member News pg. 3; CCMS President's Message pg. 4; Vaccine Resources pg. 7; Update on NCH GME Program pg. 8;
Protect Your Practice and Patients from Fraud pg. 10; Timing Your Next Real Estate Transaction pg. 12; Scholarship Applications pg. 14

CALENDAR OF EVENTS

Register at www.ccmsonline.org or call (239) 435-7727

Now-April 6
Foundation of CCMS Wine & Whiskey Pull Fundraiser
Virtual Event

March 30, 6pm
CCMS Webinar: Honoring the Behavioral Health
"Elephant in the Room" –
Initial Steps and Considerations
Virtual Event

July 24, 6:30pm
CCMS Annual Meeting
Stay tuned for details

Premier Circle of Friends



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LMCU.org



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CCMS Physician Directory Notice



Planning is underway for the 2021-22 CCMS Physician Directory. Members with changes to their office information or new photos should email updates to info@ccmsonline.org by May 21st.

Reserve advertising space for the Directory by May 14th. Rates start at \$425. The Directory is a great way to reach the community – at least 7,500 copies are printed each fall. Visit ccmsonline.org/support or call the CCMS office, 239-435-7727 for details.

CCMS Member Dues The 2021 CCMS dues deadline was Dec. 31, 2020.

Members (or their groups) can pay online today at ccmsonline.org/membership. Invoices have also been mailed directly to members who pay individually, or to practice administrators for group payment. Thank you for renewing!

Up-to-Date COVID-19 Resources:

Visit ccmsonline.org/resources/#covid

Please Note: CCMS Staff are working partially remotely during the COVID-19 outbreak. Please call us before visiting the office in person to verify availability.

CCMS Board of Directors 2020-2021

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Views and opinions expressed in *The Forum* are those of the authors and are not necessarily those of the Collier County Medical Society's Board of Directors, staff or advertisers. Copy deadline for editorial and advertising submission is the 15th of the month preceding publication. The editorial staff of *The Forum* reserves the right to edit or reject any submission.

MEMBER NEWS

New Members:



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Naples, FL 34114
Phone: (239) 624-8300 Fax: (239) 624-8501
Board Certified: Internal Medicine



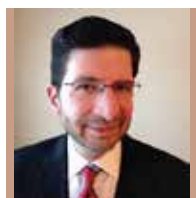
Paul J. Gilson, M.D.
Specialty: Neurology
Paul Gilson, M.D.
Naples, FL
Phone: (908) 513-0834 Fax: (888) 966-6649



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Paul Greco M.D. Concierge Medical Services, P.L.
1333 3rd Ave S Ste 402
Naples, FL 34102
Phone: (239) 352-5600 Fax: (239) 353-8900
Board Certified: Internal Medicine



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Board Certified: General Surgery



Vincent E. Guarini, M.D.
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Board Certified: Anesthesiology



Laurence D. Higgins, M.D.
Arthrex Medical Center
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Phone: (239) 591-6999
Board Certified: Orthopaedic Surgery; Sports Medicine



Ralph J. Martin, M.D.
Naples, FL
Board Certified: Internal Medicine; Nuclear Medicine



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Board Certified: Internal Medicine

John P. Eliopoulos, M.D.
Retired
Board Certified: General Surgery

Jay L. Korn, M.D.
Retired
Specialty: Internal Medicine; Geriatric Medicine

Leonard J. Shukovsky, M.D.
Retired
Board Certified: Radiation Oncology

Reinstated:

John P. Canterbury, M.D.
Collier Nephrology & Hypertension
680 2nd Ave N #203
Naples, FL 34102
Phone: (239) 330-1382 Fax: (239) 228-6952
Board Certified: Internal Medicine; Nephrology

Brian A. Krivisky, M.D.
Radiology Regional
700 Goodlette Rd N
Naples, FL 34102
Phone: (239) 430-1400 Fax: (239) 430-1401
Board Certified: Radiology; Diagnostic Radiology

Dinesh Sharma, M.D.
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399 9th St N Ste 300
Naples, FL 34102
Phone: (239) 624-4200 Fax: (239) 624-4201
Board Certified: Cardiology; Electrophysiology

New Practice:

Michael C. Hanus, M.D.
Bruce M. Nakfoor, M.D.
Inspire Oncology
8625 Collier Blvd Ste 102
Naples, FL 34114
Phone: (239) 429-0100 Fax: (239) 241-8209
Board Certified: Radiation Oncology

A Message from the CCMS President

Rebekah Bernard, M.D., President, Collier County Medical Society



It's been a busy month with efforts to help get our physician members access to the COVID-19 vaccine. While most physicians with hospital privileges had access through their organizations, unaffiliated physicians were unsure where to turn. CCMS executive director April Donahue came to the rescue, contacting government officials and the Florida Medical Association for direction and help. Her efforts were rewarded

when the Healthcare Network offered to provide some of its supply to our doctors, and 46 members received the vaccine. CCMS is currently working with the Department of Health-Collier County to obtain vaccine appointments for frontline healthcare workers. If you or your staff have not yet received your 1st dose, contact CCMS for information.

Collier Coalition for Healthy Minds

With the stress surrounding vaccinations and general pandemic fatigue, it's no surprise the mental health of Americans is suffering. Fortunately, the Collier Coalition for Healthy Minds has a 5-year strategic plan to help address mental health and addiction in Collier County. Representatives from local mental health facilities and law enforcement provided an outstanding webinar for CCMS members, discussing the strategic plan and current resources to help patients. I highly recommend all members watch the video to better understand the mental health needs and resources in our community; email info@ccmsonline.org for the link.

Lt. Leslie Weidenhammer with the Collier County Sheriff's Office encouraged physicians to contact the office's "care line" if we have concerns about a patient's wellbeing: (239)252-0949 or CARE@colliersheriff.org (monitored M-F daytime). She emphasized efforts the department has made to deescalate mental health crisis situations and divert patients with drug addiction away from incarceration and towards treatment.

Regarding care for our patients with a mental health crisis, did you know we now have a SWFL area rapid mobile response unit? This was news to me, and a service I could have used with my patients several times already this year! The goal of the service is to reduce the number of Baker Acts, and offers a free, 60-minute response time patient assessment. For patients in imminent danger always call 911, but you can use this rapid response service for patients who are having suicidal thoughts, increased symptoms of depression or anxiety, or just feel overwhelmed and need support. The hotline is (844) 395-4432, and you can learn more at progressandexcellence.com.

We also heard from Scott Burgess with the David Lawrence Center, who shared concerns over the increase in suicides and drug overdoses in our community. Scott reminded us that DLC provides care to patients of all ages, is open 24 hours per day, every day of the year. The emergency services number is 239-354-1438.

For additional behavioral health resources, refer to the Collier County Veteran & Military Resource Guide (<https://bit.ly/3bsSJUE>), the Collier County Drug Response Team Your Life Matters Resources (<https://bit.ly/3aJ6cII>), and Important Resources in the Case of a Crisis (<https://bit.ly/37CGaoa>).

One-year physician wellness check-in

We physicians are certainly not immune to the pressures of this pandemic, and as we hit the one-year COVID-19 anniversary (!) mark, why not consider a mental health check-in? The CCMS Physician Wellness Program is here to ensure that physicians struggling with stress, burnout, or other emotional challenges receive the help they need to continue providing the best care for patients. To schedule an appointment, simply call the member-only phone line at 239-208-3984 and identify yourself as a CCMS member. You will receive a same-day response during business hours or next-morning response after hours. Visit ccmsonline.org/physician-wellness for more details.

Foundation of CCMS Charity Event

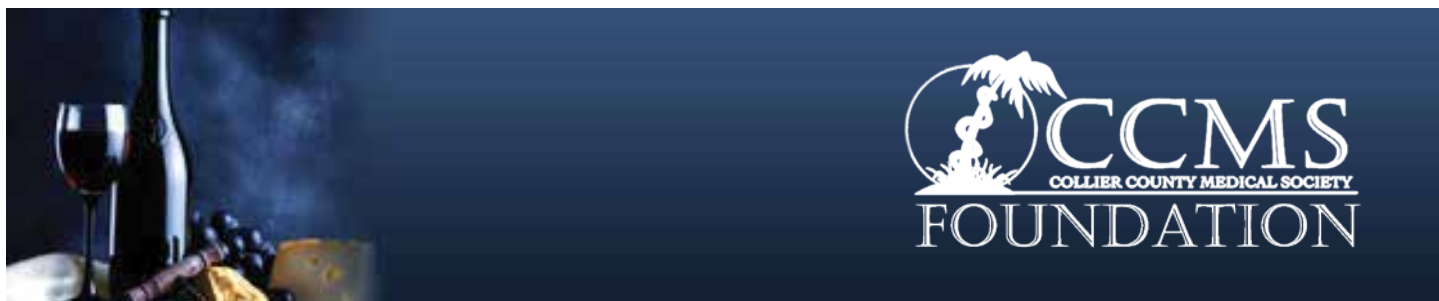
The Foundation of CCMS is our charitable arm, providing scholarships for students entering healthcare fields and funding for local healthcare programs in need. We invite you to participate in our current fundraiser, a Virtual Wine & Whiskey Pull. What is a "pull," you ask? It's a drawing where everyone is guaranteed to win! Each entry wins a bottle of wine or whiskey, and the drawing or "pull" determines which bottle you win. The random pull takes place digitally on April 7th and winners will be notified via email with instructions on when and where to pick up their prizes.

We also appreciate your bottle donations and/or sponsorship for this event. View our sponsor and donation forms, and the registration link, at <https://conta.cc/374NdFY>, call 239-435-7727, or email april@ccmsonline.org for details. Suggested donation is \$40 per entry or 3 entries for \$100. Be sure to register by end of day April 6th!

FMA PAC Board

I must be a glutton for punishment because I recently agreed to serve on the FMA PAC Board. This was a tough decision for me, because like many of you, I was incredibly disappointed with the results of last year's legislative session. But I realize political advocacy is a necessity in our world, and I'm not ready to give up. After all, as they say, "If you're not at the table, you're on the menu." It will be important again this year with nurse practitioners seeking independent practice in ALL specialties, not just primary care, among other bills that may negatively impact physicians and patients. I need your help! Won't you please join the FMA PAC? It's just \$250 per year, and if we all contribute, we can make a powerful impact on promoting the voice of medicine in the legislature. Make your donation today at <https://bit.ly/3pFYuTp>.

Thank you all for being active members of your medical society. Join the discussion on our private physician-only Facebook group facebook.com/groups/swflphysicians. Please contact me via email anytime at rebekahbernard@hotmail.com, or reach out to our amazing executive director April Donahue at april@ccmsonline.org.



Wine & Whiskey Pull

Virtual Fundraiser

Register Now - April 6th

ccmsfoundation.org or call 239-435-7727

Join us to support scholarships to future medical professionals and funding for local healthcare programs in need.

Each entry wins a bottle of wine or whisky(ey), retail value \$25-\$100+

Suggested donation is \$40/entry or 3 entries for \$100

Random bottle “pull” takes place digitally on April 7th

Winners notified via email with instructions on when and where to pick up their prize bottles

Enter by end of day, April 6th

Open to the public

**Please note, entry donations are non-refundable*

Sample Bottle Prizes



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The Foundation of Collier County Medical Society, Inc. is a 501(c) (3) organization, State of Florida Registration No. CH38165. Tax ID No. 46-1391700. (A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free 1-800-435-7352. Registration does not imply endorsement, approval or recommendation by the state.)

Register at ccmsfoundation.org or call (239) 435-7727

Communicating with COVID-19 Vaccine-Hesitant Patients: Top Tips

Debra Kane Hill, MBA, RN, Senior Patient Safety Risk Manager, The Doctors Company



As the early phase of the COVID-19 vaccine rollout occurs across the United States, physicians should proactively prepare for the upcoming administration of vaccines to the general population. This includes implementing a plan to initiate effective informed consent conversations with

patients to guide them to an informed decision about the vaccine.

Senior citizens in Florida waited hours in line when vaccines were initially available,¹ and these long waits were caused by offering shots on a first-come, first-served basis rather than through organized registration. In addition, not everyone is eager for a vaccination. A Kaiser Family Foundation survey in early December 2020 revealed that over a quarter of the American population has strong reservations about receiving the COVID-19 vaccine, should it be made freely available to them.² Reasons cited in the study for vaccine hesitancy include:

- Potential vaccine side effects.
- Safety concerns and questions about effectiveness.
- Distrust of the government or political positions.
- The rush to push the vaccine to market with the perspective that it is “too new.”

The good news is that compared to previous studies conducted in September by Kaiser and ESPN, willingness to receive the vaccine has improved from 63 percent to 71 percent.³ However, JAMA reported a downward trend in the self-reported likelihood of getting the vaccine.⁴

Since many are hesitant about the COVID-19 vaccine, these tips can help optimize important conversations with patients:

- **Define your practice culture.** For example, how will all staff members contribute to delivering the COVID-19 vaccine message to patients? If the physician is pro-vaccine, yet there are staff who are vaccine hesitant, the physician/practice owner should ensure that messaging to patients is consistent with the defined pro-vaccine culture of the practice.
- **Conduct a deliberate discussion.** Conduct a thorough informed consent discussion using language the patient can understand. Include information on the consequences of non-vaccination.
- **Listen carefully to concerns.** Encourage your patients to ask questions and express their fears and concerns. Be empathetic and acknowledge that it is reasonable to have concerns. Provide positive feedback when they do, and counter with facts and without argument. Avoid any disparaging remarks.
- **Consider health literacy levels.** Communicate in the patient's preferred language at an educational level that the patient can understand. Written materials should be

at a fourth- to sixth-grade reading level. Use interpreters, if necessary.

- **Use established communication tools.** To ensure patients have a clear understanding of health instructions, utilize communication tools such as Ask Me 3.⁵ Also consider the teach-back method.⁶ Rather than asking the patient, “Do you have any questions?” tell the patient, “Explain to me why it is important for you to come back and get the second dose of the vaccine.” This provides you an opportunity to assess the patient's understanding of their need for the follow-up visit.
- **Watch your words.** A recent poll found that those communicating about COVID-19 need to remove politics and partisanship, and instead, remind people that taking steps to prevent the spread of the virus is good for those they love, for the economy, and for a faster return to a more normal life.⁷ Physicians may find the Changing the COVID Conversation: Communications Cheat Sheet published by the de Beaumont Foundation a valuable source.⁸
- **Set realistic expectations about potential side effects.** Explain to patients that they may experience a normal response of sore injection site, low-grade fever, body aches, lethargy, headaches, and other symptoms, so they will not be fearful to return for the second dose. The CDC's What to Expect after Getting a COVID-19 Vaccine provides factual post-vaccine information for patients.⁹
- **Remind patients that the vaccine is not 100 percent effective.** Let patients know that receiving the second dose will optimize their protection. Emphasize that they will need to continue wearing masks, social distancing, and practicing good hand hygiene even after getting the vaccine.
- **Recommend available apps.** To help patients comply with the second dose of the vaccine, suggest the CDC smartphone app called V-safe After Vaccination Health Checker.¹⁰ This app sends reminders to patients when their second dose is due and provides them a way to report vaccine side effects.
- **Provide factual vaccine information.** Distribute materials well in advance of the scheduled vaccine appointment. Vaccine information sheets are available through the Food and Drug Administration (FDA) website: Pfizer-BioNTech¹¹—Fact Sheet for Recipients and Caregivers and Moderna¹²—Fact Sheet for Recipients and Caregivers. The Centers for Disease Control and Prevention (CDC) also provides easy-to-understand fact sheets for patients on their website: “Benefits of Getting a COVID-19 Vaccine”¹³ and “Facts about COVID-19 Vaccines.”¹⁴
- **Document the informed consent discussion.** Have the patient sign a COVID-19 vaccine informed consent form prior to the administration of the vaccine, and file it in the patient's medical record. Document the discussion, including the provision of patient educational materials,

continued on page 7

continued from page 6

the use of established communication tools, and patient engagement (including questions, concerns, and how those concerns were addressed).

- **Take advantage of CDC resources.** To promote patient compliance with the vaccine, the CDC provides communication resources for physicians on "Talking to Recipients about COVID-19 Vaccines,"¹⁵ including "Answering Patients' Questions"¹⁶ and "Making a Strong Recommendation for COVID-19 Vaccination."¹⁷

Understanding and acknowledging patient perspectives about the vaccine plays a principal role in promoting vaccination compliance. Frontline physicians should develop a plan for conducting candid conversations with their patients in a manner that is empathetic and supported by evidence, while emphasizing the overall benefits to the individual and society. Ultimately, however, it is up to the patient to make an informed decision about their immunization status.

The guidelines suggested here are not rules, do not constitute legal advice, and do not ensure a successful outcome. The ultimate decision regarding the appropriateness of any treatment must be made by each healthcare provider considering the circumstances of the individual situation and in accordance with the laws of the jurisdiction in which the care is rendered.

¹Holcombe M. Florida seniors face long lines and a haphazard registration system to get Covid-19 vaccines. CNN. Published January 7, 2021. Accessed February 23, 2021. <https://www.cnn.com/2021/01/07/us/florida-coronavirus-vaccine-rollout/index.html>

²Hamel L, Kirzinger A, Muñana C, Brodie M. December 2020. KFF COVID-19 Vaccine Monitor. Published December 15, 2020. Accessed February 23, 2021. <https://www.kff.org/coronavirus-covid-19/report/kff-covid-19-vaccine-monitor-december-2020/>

³Hamel L, Lopes L, Muñana C, Artiga S, Brodie M. The undefeated survey on race and health. Kaiser Family Foundation and ESPN. Published October 13, 2020. Accessed February 23, 2021. <https://www.kff.org/racial-equity-and-health-policy/report/kff-the-undefeated-survey-on-race-and-health/>

⁴Szilagy P, Thomas K, Shah M, et al. National trends in the US public's likelihood of getting a COVID-19 vaccine—April 1 to December 8, 2020. JAMA. 2021;325(4):396-398. doi:10.1001/jama.2020.26419

⁵Castaneda LJ. Rx for patient safety: Use Ask Me 3 to improve patient engagement and communication. The Doctors Company. Updated February 2021. Accessed February 23, 2021. <https://www.thedoctors.com/articles/rx-for-patient-safety-use-ask-me-3-to-improve-patient-engagement-and-communication/>

⁶Guide to improving patient safety in primary care settings by engaging patients and families. Agency for Healthcare Research and Quality. Reviewed September 2020. Accessed February 23, 2021. <https://www.ahrq.gov/patient-safety/reports/engage/teachback.html>

⁷Changing the COVID conversation. de Beaumont Foundation. Published 2020. Accessed February 23, 2021. <https://debeaumont.org/changing-the-covid-conversation/>

⁸Changing the COVID conversation: Communications cheat sheet. de Beaumont Foundation. Published December 2020. Accessed February 23, 2021. https://debeaumont.org/wp-content/uploads/2020/11/Poll-Toolkit_1pger.pdf

⁹What to expect after getting a COVID-19 vaccine. Centers for Disease Control and Prevention. Published December 13, 2020. Accessed February 23, 2021. https://www.cdc.gov/coronavirus/2019-ncov/vaccines/pdfs/321466-A_FS_What_Expect_COVID-19_Vax_Final_12.13.20.pdf

¹⁰V-safe after vaccination health checker. Centers for Disease Control and Prevention. Updated February 6, 2021. Accessed February 23, 2021. <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/vsafe.html>

¹¹Fact sheet for recipients and caregivers: Emergency use authorization (EUA) of the Pfizer-BioNTech COVID-19 vaccine to prevent coronavirus disease 2019 (COVID-19) in individuals 16 years of age and older. Food and Drug Administration. Revised January 2021. Accessed February 23, 2021. <https://www.fda.gov/media/144414/download>

¹²Fact sheet for recipients and caregivers: Emergency use authorization (EUA) of the Moderna COVID-19 vaccine to prevent coronavirus disease 2019 (COVID-19) in individuals 18 years of age and older. Food and Drug Administration. Revised December 2020. Accessed February 23, 2021. <https://www.fda.gov/media/144638/download>

¹³Benefits of getting a COVID-19 vaccine. Centers for Disease Control and Prevention. Updated January 5, 2021. Accessed February 23, 2021. <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html>

¹⁴Myths and facts about COVID-19 vaccines. Centers for Disease Control and Prevention. Updated February 3, 2021. Accessed February 23, 2021. https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fvaccines%2Fvaccine-benefits%2Ffacts.html

¹⁵Talking to recipients about COVID-19 vaccines. Centers for Disease Control and Prevention. Reviewed November 2, 2020. Accessed February 23, 2021. <https://www.cdc.gov/vaccines/covid-19/hcp/index.html>

¹⁶Answering patients' questions. Centers for Disease Control and Prevention. Reviewed November 2, 2020. Accessed February 23, 2021. <https://www.cdc.gov/vaccines/covid-19/hcp/answering-questions.html>

¹⁷Making a strong recommendation for COVID-19 vaccination. Centers for Disease Control and Prevention. Reviewed November 2, 2020. Accessed February 23, 2021. <https://www.cdc.gov/vaccines/covid-19/hcp/engaging-patients.html>

Partial List of Vaccine Appointment Resources Effective 2/22/21

Vaccine sites in Florida are also posted on the Florida Department of Health website, floridahealthcovid19.gov/vaccines/vaccine-locator

Statewide preregistration system: myvaccine.fl.gov or find your local toll-free phone number, <https://bit.ly/2ZBsCVy>

Collier County Medical Society: follow facebook.com/ccmsonline for shared information from local vaccine providers

Veterans over 75: Call or visit your local Veterans Affairs (VA) healthcare clinic, va.gov/find-locations

Patients of Millennium or NCH physicians: vaccines for vulnerable patients, please wait for their call

Federal Retail Pharmacy Program: sites offering COVID-19 vaccines at pharmacy locations across SWFL,

- CVS - CVS.com, via the CVS Pharmacy app, or without online access call (800) 746-7287
- Walmart and Sam's Club - walmart.com/COVIDvaccine and samsclub.com/covid (sign up for free guest accounts)
- Winn-Dixie - winndixie.com/pharmacy/covid-vaccine
- Publix - publix.com/covid-vaccine/florida and check the guide at <https://bit.ly/2Nl1vvB>

Department of Health-Collier County (until phased out by statewide preregistration system),

- twitter.com/healthycollier
- facebook.com/CollierGov
- colliercountycovidvaccines.eventbrite.com

Naples City Government: naplesgov.com/covid19 and naplesgov.com/newsletter/subscriptions

Marco Island City Government: Full time and seasonal residents of Marco Island who qualify can pre-register at vaccine.cityofmarcoisland.com

Update on NCH GME Program

Michael Slater, D.O., NCH Graduate Medical Education



Background

Graduate Medical Education (GME) was brought to NCH with two main goals in mind. First, to improve the overall quality of care through the education that teaching provides to an institution. Second, to train and hopefully retain those high-quality physicians in our communities. Internal Medicine was the first GME residency established at NCH which began in 2017, led by

program director, Dr. Charles Graeber. Currently there are 12 residents per class and 3 chief residents. The IM program is fully accredited by the ACGME and recently received continued accreditation this past January. GME at NCH is affiliated with both the Mayo Clinic Alix School of Medicine and University of Central Florida College of Medicine with medical students from both programs, among others, regularly training in the NCH system. Currently, there are approximately 70 NCH-affiliated physicians involved in teaching residents and medical students.

Internal Medicine Updates

- NCH GME graduated its first class of 12 residents this past June 13, 2020, completing the 3-year categorical program. Four residents entered fellowships, four are hospitalists, two are primary care, and two are current chief residents of the NCH IM program.
- The IM program will be expanding its class size from 12 to 16 residents per year starting July 1, 2021. With more residents, there are plans to expand to NCH North Naples Hospital, beginning with a resident ward team and hopefully the development of an outpatient resident continuity clinic in the area.
- For the incoming class beginning July 1, 2021, the Internal Medicine program received 3258 applications and conducted 226 virtual interviews for 16 spots.
- “Match Day” is Friday, March 19, 2021.
- The CLER (Clinical Learning Environment Review) Committee has partnered with the LEAN team in the outpatient setting for QI. The new goal is to move the resident QI initiative to the inpatient setting and connect them to institutional goals and projects.
- Four residents from the current third year class and one resident from the last graduated class have matched into fellowship programs. Congratulations to all!
 - Megan Cheslock, MD - Geriatrics, Beth Israel Deaconess Medical Center - Harvard
 - Alison Fernandez, MD - Rheumatology, University of Wisconsin
 - Lauren Graham, MD - Endocrinology, University of Florida at Gainesville

- Michael Slater, DO - Gastroenterology, Norwalk Hospital - Yale University
- Tracey Tan, MD - Integrative Medicine, University of California at Los Angeles

- Currently there is a 100% ABIM board pass rate, as all 9 graduated residents who have taken it have passed. Congratulations, well done!
 - Matthew Dorman, DO
 - Alison Fernandez, MD
 - Teng Hui, MD
 - Eric Micallef, MD
 - Rachel Miranda, MD
 - Zakia Rauf, MD
 - Lesly Silva, MD
 - Julia Skettini, DO
 - Jared Schprechman, MD

GME expansion

- A Transitional Year (TY) residency program of 6 residents will begin their one-year training on July 1, 2021. These residents will then go on to “ADNOR” programs (Anesthesiology, Dermatology, Neurology, Ophthalmology, and Radiology) once they have completed their TY year.
- The Transitional Year program received 573 applications and conducted 81 virtual interviews for 6 spots.
- A Hospice and Palliative care fellowship will begin at NCH on July 1, 2021. The program is led by program director, Dr. Ryan Perdsock. The program will be recruiting 2 fellows over the next few months.
- Over the next few months, NCH GME will be working on a Pulmonary/Critical Care fellowship application with hopes to begin July 2022.

Simulation Center Update

NCH is now in the final stages of construction of an 8,000 square foot multidisciplinary simulation center which will be housed in the Medical Plaza building. It is to be named the “Judith and Marvin Herb Family Simulation Center” and is projected to open at the end of March 2021 with simulations starting in April. The center will feature various settings for training ranging from outpatient clinic rooms to ICU rooms and neurosurgery operating suites complete with equipment. It will be available for both scenario/task training with debriefing rooms as well as classrooms for traditional learning. The simulation center will focus on training NCH-affiliated healthcare workers initially and then reach out to community physicians, EMS, police, firefighters, schools, and the general community in the future.

Learn More

For more information regarding NCH GME Internal Medicine Residency, contact the GME office at (239) 624-0030, located at 311 9th St. N. Suite #201, Naples, FL, 34102.

www.technicaldr.com



239-220-5980

For Members of the Collier County Medical Society

HIPAA Security Risk Assessment for \$750

*This HIPAA On-Site Security Risk Assessment will provide supporting documentation consisting of **10 separate detailed reports** for the following Compliance Reports:*

- HIPAA Policy & Procedures
- HIPAA Risk Analysis
- HIPAA Management Plan
- Network Penetration Testing
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www.technicaldr.com

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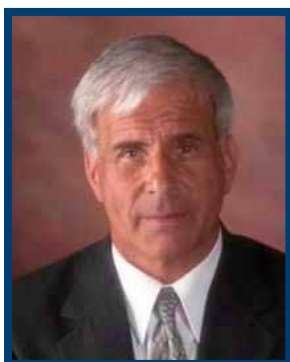
Megan M. Kelly, Thomas DeMaio, and Rocky J. Lapomardo



Fraud that was rampant prior to the COVID-19 pandemic seems to have exploded with the increased numbers of people working from home and shared servers. Last year, the Association of Certified Fraud Examiners (ACFE) reported that 77% of their experts saw an increase in fraud.¹ Furthermore, the ACFE reported that 90% of their fraud experts predicted there would be an increase in online fraud during the year 2021.²



Unfortunately, due to their dedication to treating those who may be in ill health, often elderly in the Southwest Florida area, possibly with diminished capacity (either temporary or chronic), medical offices are prime targets of unscrupulous individuals. It may be singular actors or it may be rooms full of computer hackers on the other side of the globe. The following will help you protect your practice and your patients.



Your first line of defense is properly vetting staff. A Google search of potential employees prior to hire is not sufficient. Standard procedure for hiring personnel should include authorization for a background check upon submission of an employment application. A thorough background check will include past civil and criminal claims; police incident reports; and verification of addresses. For

employees who will have access to the practice's financial or accounting information, the search should include an additional level. Remember that contacting former employers provides only limited information, as given current law most employers will only confirm the date a former employee was hired and the date they left that employment. It is unlikely to reveal misconduct or other concerns. Your attorney can provide you with the proper paperwork that will help provide a barrier to internal fraud.

The healthcare industry is a prime target for outside fraud caused by phishing attempts because medical professionals are responsible with handling so much personal information.

Midway through 2020, HIPAA reported a 60% increase in the amount of reported data breaches involving phishing attempts.³ Researchers report that the most prevalent fraud are phishing attempts, which are typically conducted via emails.⁴

A hacker using a phishing attempt will typically create a fake email address that appears to be from someone the victim trusts (in this case, a patient, or maybe a coworker).⁵ Typically, this will include a link to an unsecured website. Enticing the recipient to provide sensitive information provides the hacker opportunity to set up malicious software on the victim's computer.⁶

Malicious software (more popularly known as malware) is best described as a computer program that is designed to compromise, or even damage, a victim's computer system.⁷ Malware usually takes one of three forms: viruses, worms, or trojan horses which will embed themselves in computer programs or files such as patient files. These viruses infect any associated computer that receives and opens the infected software or files, thus quickly spread to anyone connected to your practice's server. Worse yet, worms and Trojan horses can infect an entire network.⁸ Not only do viruses slow efficiency but they have the potential to monitor the victim's keystrokes, which can give hackers access to passwords and usernames.

What can members of Collier County Medical Society do to protect their valuable practices from this type of fraud? The best medicine is prevention. After ensuring you are hiring honest and credible employees, the next step is making sure employees are educated about the risks. In addition to assisting with hiring intake forms, a corporate attorney can offer employee training to protect against the foreseeable risks of fraud. An attorney knowledgeable in this area can help develop office protocols that add a layer of protection to thwart hackers.

By developing security protocols and utilizing proper training to prevent data breaches, medical offices can lessen potential liability associated with data breaches involving patient medical, personal, and financial information.

What if you suspect your practice has already fallen prey to a fraud scheme or embezzlement? You need to seek advice from a professional skilled in identifying fraud right away to mitigate further damage. Ideally the professionals will include an attorney and certified fraud examiner, who will be able to determine the extent of the damage so patients can be warned if necessary, which is required by some laws and insurance policies.

CCMS is known as an organization of leaders within the medical community, which is why they know better than anyone else that when it comes to defending against fraud,

continued on page 11

continued from page 10

it is always better to be proactive than reactive. No medical professional wants to risk the possibility of having their patient's personal information be compromised. In fact, a breach could mean massive liability for your practice, not to mention take hours of valuable time and expense to correct.

Megan M. Kelly, Attorney at Law is a corporate attorney who works closely with Certified Fraud Examiner Rocky J. Lapomardo, A.S., B.S., M.Ed., CFE. Ms. Kelly's legal assistant, Ave Maria School of Law 2020 graduate and incoming AirForce JAG attorney Thomas DeMaio, assisted in preparing this article.

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- To participate: call the psychologists' private, **CCMS member appointment line, 239-208-3984**. Receive a same-day response during business hours or next-morning response after hours.
- See a psychologist within 72 hours to 1 week, possibly sooner for urgent needs; telehealth, evening and early morning hours potentially available. Extend for up to 5 more cost-free sessions.

For more information on the program
& the participating psychologists visit:

ccmsonline.org/physician-wellness

Timing Your Next Real Estate Transaction

Jared Vandersluis, CARR



Every commercial real estate transaction has an ideal timeframe to begin the process. Most healthcare professionals understand that opening a new office or relocating an office doesn't happen overnight, but the majority of professionals are not aware of the ideal timeframes for each type of transaction. Different types of problems arise when starting a transaction too early or too late, and both need to be avoided.

Too Early

If you start the process too early, it creates a scenario where you spend your valuable time looking at properties and evaluating options, working with lenders and other members of your team, only to find out the landlords or sellers won't negotiate with you yet. Many landlords and sellers won't take their spaces off the market for extended periods of time while waiting for the tenant or buyer to be ready to transact, because there is too much time before the transaction will actually take place.

Or if they do negotiate, they won't be willing to offer you even close to their best terms since they are going to lose income on holding a space vacant for an extended period of time. On the other hand, if they will put forth reasonable terms, it is predicated upon you moving forward immediately, which can leave you stuck paying for a space you can't occupy for a period of time or paying unnecessary rent on your former space if you leave early.

Too Late

When starting a transaction too late, an entirely new set of problems arise. To start, most people underestimate how long a commercial lease or purchase transaction takes. They imagine it is similar to buying a home or leasing an apartment, which unfortunately is not the same as a commercial transaction timeline.

Simply identifying the top options and then negotiating a mutually agreeable deal can take several months. The legal process of reviewing contracts and finalizing details with lenders, architects, contractors, and equipment and technology providers comes next; this portion can also take months.

This is followed by the build out process if renovations are required. While you can build out a new space in 6 to 10 weeks depending on the size and scope of the project, you first have to design the space, then get construction documents and engineered plans created, then submit for and receive permits to start the build out. After construction, you need to leave time for installing furniture, fixtures, equipment and technology, final permitting and approvals, while also leaving room for uncontrollable delays, and change orders.

If you are relocating from a previous office and you don't vacate your former space prior to the lease expiring, you'll likely pay between 125 to 200% of your last month's rent based on a provision found in most leases called "Holdover." This allows the landlord to charge you a higher month-to-month lease rate as a penalty for not vacating or signing a new lease.

Just Right

If you only had two choices, starting too early is definitely better than starting too late but it is by no means your top option. Fortunately, there is an ideal timeframe to start each type of transaction and you don't have to choose between the lesser of two mistakes. You can set yourself up for success by understanding the requirements of each type of transaction and how long each process takes.

Although there are many additional details needed to ensure each type of transaction is handled properly, let's start with the correct timing for the primary types of transactions that Healthcare Professionals will engage in:

- Start-up or new office: 10-12 months in advance
- Relocation: 10-12 months in advance
- Purchasing an existing building or condo: 10-12 months in advance
- Buying land to develop a new building: 18-24 months in advance
- Buying a practice and getting a new lease or purchasing the building: 60-90 days in advance

Every type of transaction starts with a specific approach and detailed game plan that is aimed at maximizing the opportunity. Getting the best possible deal and terms is extremely important, but so is making sure you don't waste valuable time that could have been spent in your practice. If you lose the equivalent of twenty to thirty hours of your time—which is what an average commercial real estate transaction requires to be handled properly—how much money would that cost you in lost production?

Equally as important as saving time and money is avoiding costly mistakes that people make all too often when they don't understand the nuances of healthcare real estate. The old adage, "if I knew then what I know now..." can easily be avoided by hiring licensed professionals that specialize in real estate for healthcare practices. The reason patients come to see you is because you are trained in a specific skillset that offers skill and expertise that they require and that few people have. The same is true for real estate professionals that can help you identify your top options, negotiate the most favorable terms, save you a substantial amount of time, and avoid common pitfalls.

The first step to maximizing any commercial real estate transaction: Start the process at the right time.

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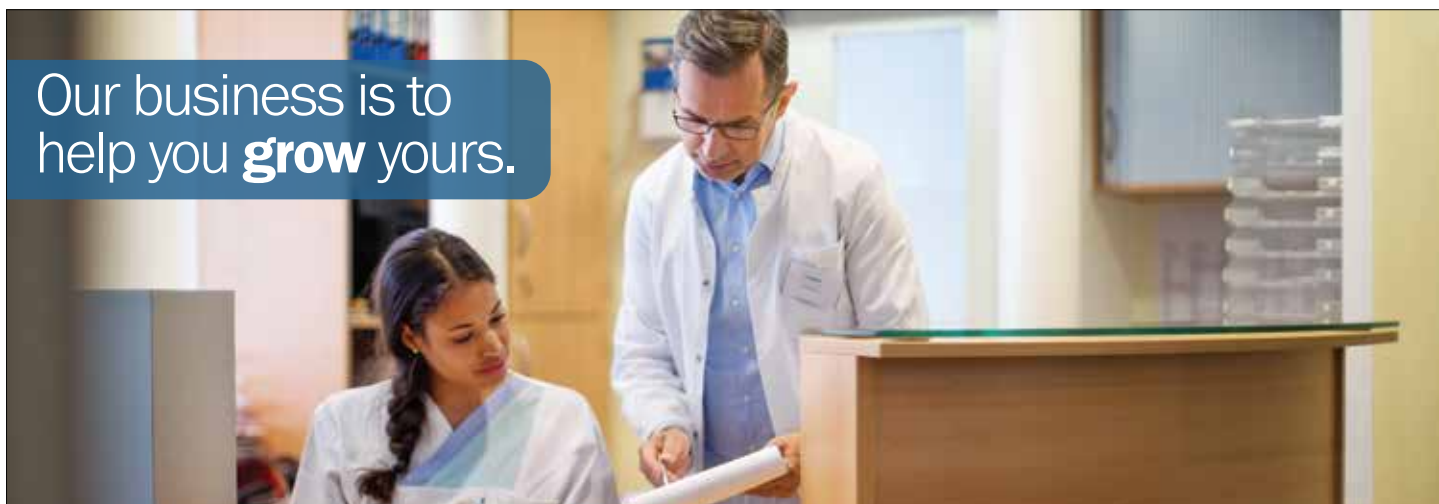
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*Forbes Magazine, June 2020.



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Scholarship Applications for Medical & Healthcare Students are Due March 31st

Foundation of Collier County Medical Society



The board of directors of the Foundation of Collier County Medical Society (CCMS) is officially accepting applications through March 31, 2021 for two scholarship award programs: the Dr. William Lascheid Memorial Scholarship for medical students and Healthcare Student Scholarships for students enrolled in or accepted to healthcare degree programs.

The Dr. William Lascheid Memorial Scholarship honors and remembers CCMS Past President and Neighborhood Health Clinic co-founder Dr. William Lascheid and his legacy of providing care and a medical home for thousands of underserved in Collier County. Eligible Florida residents enrolled in or accepted to medical school, who have demonstrated excellence in service to their community, may apply.

The Foundation's Healthcare Student Scholarships offer awards to eligible Florida residents enrolled in or accepted as students in healthcare degree programs, such as nursing, physician assistant, physical therapy, and more. The scholarships are based on academic merit and contributions to the community. Financial need may also be considered.

"We were thrilled to award scholarships to four excellent students last year and look forward to gifting awards to more exceptional students in 2021," said Dr. Rolando Rivera, Foundation Board Chair. "The COVID-19 pandemic is a time when our scholarships to healthcare students are even more critical for them to continue their career paths, and to ensure we all have more healthcare workers to care for us in years to come.

Applications and requirements are available at ccmsfoundation.org, or may be obtained by calling the Foundation of CCMS, (239) 435-7727 or emailing info@ccmsonline.org. Information about the 2020 Scholarship Winners is also at ccmsfoundation.org. The Foundation awarded \$22,000 in 2020.

The Foundation of CCMS spring fundraiser, the Virtual Wine & Whiskey Pull, will help raise funds for the 2021 scholarship award winners. This event is open to the public and each entry wins a bottle of wine or whisky(ey), retail value \$25-\$100+, while supporting a worthy cause. Suggested donation is \$40 per entry or 3 entries for \$100.

The random bottle "pull" takes place digitally on April 7th and winners will be notified via email with instructions on when and where to pick up their prize bottles. Be sure to enter by end of day, April 6th at <https://conta.cc/374NdFY> or call 239-435-7727.

We also appreciate your bottle donations and/or sponsorship for this event. View our sponsor and donation forms at <https://conta.cc/374NdFY> or contact April Donahue, executive director at 239-435-7727 or april@ccmsonline.org for details.

The Foundation's signature fundraiser, the Docs & Duffers Golf Tournament also helps raise funds for its scholarship program and local healthcare programs in need. Stay tuned for details on the 2021 tournament, taking place this fall.

Support the Foundation



The Foundation of CCMS is a 501(c)3 charitable organization launched by the Medical Society in 2012, with the mission to provide support and leadership to programs that address access to healthcare and promote health education. Your donations will help us provide scholarships for students pursuing careers in healthcare, support for health education programs, and funding for local healthcare programs in need.

To contribute:

- Send your contribution to the Foundation of CCMS with the Printable/Faxable Donation Form at <https://bit.ly/2OWJAvn> to 88 12th St N, Unit 200, Naples FL 34102 or fax 239-435-7790
- Click the "donate" button at ccmsonline.org/foundation to pay via credit card or PayPal (click on "add special instructions" to designate for specific funds as detailed on Donation Form)
- Watch for fundraising events at ccmsonline.org/foundation or facebook.com/ccmsfoundation
- Ask us about our endowment fund options! Email april@ccmsonline.org or call 239-435-7727

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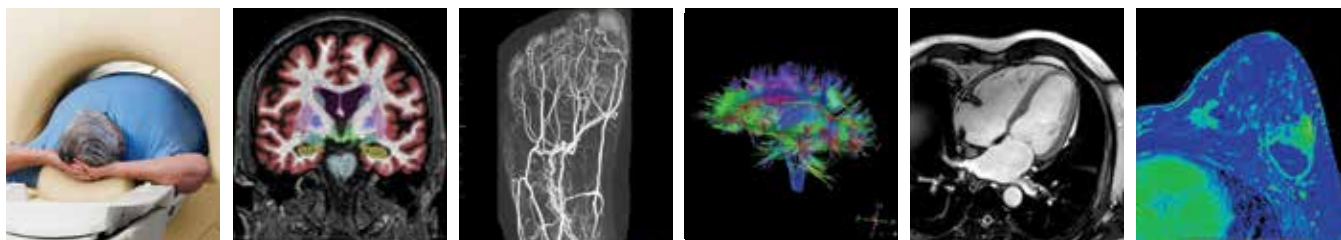
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